

NLS Telephone Forum – 2-25-2015  
(paraphrased)

**Comment: (Richard Smith - NLS)**

Hello Network. How are you doing - from Washington, DC? I think first we're going to go around the table – we have a lot of NLS staff here. To my left is...

**Comment: (Library Staff - NLS)**

Karen Keninger; Steve Prine ; Meredith Beckhardt; Vickie Collins; Joel Phillips; Judy Dixon; Michael Marty; Jane Caulton; Pamela Davenport; Paula Bahmani; Margie Goergen-Rood; Neil Bernstein; John Brown.

**Comment: (Richard Smith - NLS)**

Richard Smith, Chief of the Network division here at NLS. So that's everyone. We have a nice crew here. Before we open it up for questions I thought there might be a few things we wanted to mention – of what we're doing and, first on the agenda is Jane. Jane how are you doing?

**Comment: (Jane Caulton - NLS)**

Great, you did warn me. Good afternoon everyone. I just wanted to give you a quick update on the Public Education marketing campaign. We are still in the process of putting things together and getting ready to launch some things. For the sake of review, we told you last year at the National Conference that we were engaging in a threefold publication effort. First is a strategic marketing plan that is going to engage the network and the National Office in a digital marketing campaign. The centerpiece for that campaign will be a landing page on the in NLS site. It will get more information about the NLS program, how to sign up, what benefits are offered, It will feature a video where are patrons will talk about this service what it offers and what it means to them. It will also have links to applications, how to find the library. It will link to other areas on the NLS website that people may be interested in. We have applied to the Library of Congress for a Facebook page so that people will be directed from the Facebook page to the micro site. And the third component of that marketing campaign will be digital advertising that will link people, again, to either the micro site or the Facebook page. If they go to the Facebook page first they will find out more information and link back to the micro site. If they get to the micro site they also will link to the Facebook page. It builds the community and provides an online presence for us. So supplementing the strategic plan is the partnership plan.

Reingold right now has contacted approximately 300 organizations...specifically those serving people with physical disabilities who may be eligible for the program. They have made a big push and they are developing materials that we will be able to use to keep our partners abreast of what's going on with that. We'll list some of those partners on the micro site as a way of engaging new partners. Some of the names you will know...all of this is to expand our circle. Complimenting that, is going to be a Network Library toolkit which will provide you with information and pieces that you can send to our partners that are local. So if we're talking to them on a national basis when we launch the Partnership Outreach you will be able to conduct outreach to the same groups in your local area. That is the plan for that strategic outreach effort. NLS is also updating its plan... It features braille, audio and large print. We will be releasing that as soon as the library says ok. So, the library has approved the first half...and we're in the process of completing the second half, which has been challenging to say the least. That is the update on the Public Education campaign. You'll

hear more about it. You'll also be pleased to note that we are planning to release the next poster series, sometime between May and July. You will see the spread of images in the forthcoming January-March issue of "News." Send me an email and let me know which images you think should come out first. That's what we have coming for you. I think you're going to like this new series. So, that's Public Education...kind of in a nutshell.

**Comment: (Steve Prine - NLS)**

On a more mundane note but, obviously awaited – last week NLS received the new XESS mailing cards and Inventory Management is starting to ship them out to libraries. We received enough that, all requests for RC disposal would have gone through XESS and been approved. Libraries will receive cards for all of those books – and we have enough for the ongoing future, so hopefully there should be no more waiting for XESS cards. We have contractors up and running and now we have the cards.

**Comment: (Meredith Beckhardt - NLS)**

I just wanted to say that "Gentle Romances" is now up on the web and there will be an Operations Alert of the other documents that we put up on the web for the month of February and that will be coming out within this week. Oh, and I just wanted to thank everybody for submitting all the annual survey data. I'm starting to pull together my spreadsheets now, which will eventually go up on the web. If I have any questions you'll be getting a call from me, otherwise everything looks great and I appreciate all of your help with it.

**Comment: (Richard Smith - NLS)**

We are working on getting those peach cartridges to you; by April we'll be distributing them, the contract says that - sometimes they arrive early. We'll be using the WOW system - Warehouse on the Web. You'll be ordering by the box, a box of cartridges, four gigabytes - three hundred cartridges per box. The boxes are 15X15X9 and weigh 25 lbs, make sure you have enough space. We'll give examples of what you can do with them; basically, you can distribute your locally recorded books, with the peach cartridges, and you can certainly supplement your NLS collection with books off of BARD whether they're popular titles or other titles. You may want to distribute your newsletter with your peach cartridges. We may be able to give you supplies and labels and containers, we might have extra blue containers. Someone suggested a transparent one – maybe I did. We're looking into that. We want the cartridges to get out - to help you to supply books to patrons, and we want to try to make it as easy for you to get that job done as possible. It's a work in progress, but it's coming up, so start considering it. The cartridges will be write protected, so you have to learn how to use the digital talking book cartridge protection software. Libraries that are doing that now with the mint green (ones) know how that software works. Those that are brand new will give instructions on how to download and operate that software, and there's a lot of other things going with it - but it's going to be an exciting time when those get out, to see how you use them in the network. (Also) we do have Network Librarian of the Year, all the contestants came in, and we'll send that out to the Network Chairs - and we'll get that out June 19th – the day we'll be celebrating Network Library of the Year.

**Question: (Chuck Petithomme – CA8)**

I had two questions and you probably just answered the first one. We're having difficulty keeping any inventory of blank digital cartridges, because of the expense, probably like a lot of other libraries, and as a result are facing shortages and can't meet demand for bestsellers and other popular titles. I was wondering if you had any plan to address this, I guess this program

you just talked about - you're sending us cartridges apparently. Would you tell me a little bit more about that program?

**Answer:** (Karen Keninger - NLS)

We will be providing those cartridges to you - as Richard said - and you can keep them.

**Question:** (Chuck Petithomme – CA8)

What's that maximum that we can order?

**Answer:** (Richard Smith - NLS)

Well, we basically, you'll have to estimate what you'll need. I know in Missouri we were fairly heavy with the mint green ones, over the last five years... We used about six thousand, and that satisfied our needs. Basically, they're reusable, so we don't expect you to fill up your shelves, we expect you to make twenty copies, and then after you're satisfied a need, reuse them again.

So whatever size Missouri is, top ten or fifteen, six thousand was a fairly good number. If you're a larger library than Missouri and heavy - it all depends on what you're doing. We did not do duplication on demand, but we were looking towards it. You may need more if you expect to do duplication on demand, heavily. I know some libraries are planning to do that.

**Answer:** (Karen Keninger - NLS)

What we would encourage you to do is to order what you need, you may not get them all at the same time. You will be ordering some in April, and there will be another shipment coming in July or August, something like that. If one library orders the entire shipment, we probably won't send it to you. We will probably parse it out. Let us know what you need. We'll work with you the best we can. We're ordering about 450k, it's a pretty good sized number.

**Question:** (Chuck Petithomme – CA8)

We won't need quite that many (laughter). My other question concerns a bookshelf question: I often get calls from frustrated patrons who are either unable to access Bookshelf altogether, or they have trouble navigating to a particular title on a cartridge, using Bookshelf. Is NLS considering any changes to Bookshelf?

**Answer:** (Karen Keninger - NLS)

We are not anticipating any changes at this point (to Bookshelf), we realize that it is a frustration for many patrons, and that in time we will be doing, I'm not sure what, but something with regard to that as we re-engineer the machine, but that's not going to happen in the next couple of years; unfortunately.

**Comment:** (Chuck Petithomme – CA8)

Thank you.

**Question:** (Mitchell Small – PA8)

I would like to say no to the clear shipping containers, I know that the plastic will do some UV filtering, but I would be very concerned about the DTB cartridge inside there being exposed to unnecessary UV and would lead to deterioration on that. My questions: Can we create a separate account (because we have one now for WOW, but it's used by our Telephone Pioneers) for ordering the digital cartridges, however we go about doing that, and where on the WOW system will we find this? Will it be a sub-menu? Will it be a separate login page to do the ordering for the cartridges?

**Answer:** (Steve Prine - NLS)

It will be part of the multi-state-centered supply request: You would go into WOW the way you do now to order your publications and then it would just be another stock item.

**Question:** (Mitchell Small – PA8)

Okay, that's good. And what about setting up an additional account? How would be go about doing that?

**Answer:** (Library Staff - NLS)

I believe that can be done... We'll deal that on the side.

**Comment:** (Mitchell Small – PA8)

Okay. That's all the questions that I had.

**Question:** (Deborah Stroup - MO)

I was wondering about the BARD Books and the PICS Download. How are we going to get those links into our OPAC? I saw in the Conference Chair minutes that they said you would be making those links available to us, but not through PICS downloads. So, how do we get them?

**Answer:** (Richard Smith - NLS)

Well, Bob's not here, but I think - does someone know it's the same as the retro-books? I forget the link they were on, it's off of PICS.

**Answer:** (Library Staff - NLS)

Yes, PICS normally generates – or the Catalog generates and Picks distributes it - the files that contain all the information for their catalog, for the various books that are available. Any link information would be imbedded in that MARC data. As far as we're concerned the local books are like you said identical to the retro-books, identical to the DB books, it's just a book. Any information should be in the MARC Record. So, this would probably be a question for Axtell.

The only thing is, you may be more concerned about a timing issue that Axtell can't deliver you a MARC record until the book is actually on BARD.

**Question:** (Deborah Stroup - MO)

Sure, that's not what I was concerned about. We're just now starting to put our BARD books up, so I've got about fifteen books up there and right now they're okay, because our SHELF provider has sub-linked them for me. So, going forward, I don't intend to put my new books on SHELF, they will just being going on BARD. My concern is then, how do we get those links into our OPAC?

**Answer:** (Richard Smith - NLS)

Deborah, Keystone will help you, but basically you have your monthly PICS on the download, then Bob puts up retro download updates and then there's the Local Books Updates. That was the link that was in the minutes and I'll send that off to you in particular, but they should be up there. Bob's not here unfortunately, but that's the way that would work.

**Comment:** (Deborah Stroup - MO)

Okay, I just needed to know how that would work so we could get those links into our OPAC, so they could be downloaded because, like I said I'm not going to put my new books on SHELF, so there needs to be a download site.

**Answer:** (Richard Smith - NLS)

There are a lot of people who don't have SHELF, and they're putting them up on BARD too. All of the books - the local books - are up there on the MARC records, for download to the Keystone system.

**Question:** (Josh Berkov - NC)

Our question has been answered.

**Comment:** (Letitia Gittens - VI)

The address labels you sent out are fabulous. I've shipped out all the books we had but I have to do a little trick, because none of them had the little string label; you know none of the new yellow ones do. So, I had to recycle the old ones I had a volunteer, and he literally pasted it on the green, with the new address so we could tie it on the bags, if you know what I mean.

**Answer:** (Steve Prine - NLS)

I'm afraid I do, yes.

**Comment:** (Letitia Gittens - VI)

I'm just saying in the future when you do make some labels, make some that can be tied on, because we have to tie them on to the bags.

**Answer:** (Steve Prine - NLS)

Okay.

**Comment:** (Letitia Gittens - VI)

Thank you.

**Question:** (Ruth Hemphill - TN)

Hi, I just had a couple of clarifications. I didn't understand something Jane said earlier. When she was talking about the Public Education campaign, she said: "The Library of Congress had approved the first part of something, but the second part had been a challenge," and I didn't understand what she said.

**Answer:** (Jane Coulton - NLS)

Hi Ruth its Jane. It's a Brand Book. The Brand Book is basically identity guidelines for how NLS books will look, and so, that Brand Book will pretty much define all of our materials. Stationary to PBT.

**Question:** (Ruth Hemphill - TN)

But not things like audio books? Publications materials. Okay, that makes more sense. The other thing is Richard was discussing ideas for use of Peach Cartridges. What do you think about providing one to patrons? Would that be a problem? I'm thinking, we provided the cable to them - "Well, if I get a cable how come I can't get a cartridge from you?"

**Answer:** (Karen Keninger - NLS)

I don't think you want to start doing that. You can buy one and give it to them if you want.

**Comment:** (Ruth Hemphill - TN)

Well yeah but we don't have the money to do that. In our budget, but who knows, maybe next year. Um, then, the next question is something I'm just wondering about, I'm sure it's been

discussed before, although I've missed the last couple phone calls: Um, at one time we were told that we'd probably be getting rid of RCs in 2015? Is that still the plan?

**Question:** (Library Staff - NLS)

What do you mean getting rid of?

**Answer:** (Ruth Hemphill - TN)

The RC collection. We would no longer have/be circulating RCs.

**Answer:** (Steve Prine - NLS)

Well, we - back in 2010-11 - we projected: The projections in 2011, we weren't sure we'd have enough parts to support repair of cassette machines past 2015. If you can't give a reader a serviceable player, you can't - unless they have a third party player like a Sony or whatever, there's no way for them to use it. So, that was part of the decision. We're certainly continuing to move toward the digital environment, we've still got maybe 20k cassette titles that need to go through A-to-D conversion, so that isn't done yet. There are things in our music collection that are still available on cassette. Readers still may get things from other organizations that are doing them on cassette, so there's...

**Comment:** (Richard Smith - NLS)

So, basically, your cassette circulation should be slowly going down to zero.

**Comment:** (Ruth Hemphill - TN)

Oh, it's certainly is. My warehouse manager is just trying to avoid listing them on XESS.

**Answer:** (Richard Smith - NLS)

I know, any book that is digital now - you should just have the digital container and cartridge. Now that you have the peach cartridges coming, you can make any book on BARD...

**Comment:** (Ruth Hemphill - TN)

We have some green ones. We're doing that. Not real rapidly, but we have a volunteer...

**Comment:** (Richard Smith - NLS)

Well, you can access all the RCs.

**Comment:** (Ruth Hemphill - TN)

Well, like I said, someone is trying to avoid listing them all.

**Comment:** (Steve Prine - NLS)

If you don't want to do that, you're welcome to keep them forever.

**Question:** (Maria Baratta - NJ)

Going back to the peach cartridges - we're having a problem getting the labels for cartridges - the LA 009s and from the multi-states. Will we be able to get those for the peach cartridges? And also, will we be able to get mailing containers to match the quantity of cartridges we ordered? Because, you can't really have cartridges without having the mailing containers to mail them in.

**Question:** (Richard Smith - NLS)

You're better than me - what's "009"?

**Answer:** (Maria Baratta - NJ)

Those are the braille labels we use for the cases and cartridges.

**Comment:** (Richard Smith - NLS)

The cartridges – I think we have enough. We're talking about it, but I think we're going to have enough, to supply you with the labels for both the braille and the large print. The Avery type label that fits the cartridge with the half-a-circle. We have those. The container label we're talking about to see if we have enough of those right of the back. And the cartridge labels - if I'm not mistaken, though I may be - we were just using the older cassette labels. That fit on the digital containers also.

**Comment:** (Maria Baratta - NJ)

Okay, because we've been having a hard time getting them from multi-state. We order them, and the orders don't get filled.

**Comment:** (Richard Smith - NLS)

Well, we'll look into it, and we may have to order more of them.

**Question:** (Maria Baratta - NJ)

Okay. Regarding supplies – do you have any idea when the braille mailers will be available, because we've had an order pending for about six months for braille mailers.

**Answer:** (Joel Phillips - NLS)

Yes - we have two different orders for braille pending. We have one for new containers, which may or may not feature a new design which is supposed to be more helpful. It's designed to avoid ripping and things like that, in the mail. And then we were also going to have a more quickly available order of repaired containers, in the next hopefully few weeks. It's not going to be very many, but they are going to be available from the multi-state. Probably a quantity of a few hundred, but the timeline on the larger order though is going to be hopefully early summer. The time it takes to order anything these days, is not quick. But we're going to do it as quickly as we can.

**Comment:** (Maria Baratta - NJ)

Okay thanks.

**Question:** (Mike Marlin – CA9)

Just to follow up on the last question, before my question: Will there be containers available to match the peach cartridges?

**Answer:** (Steve Prine - NLS)

Yes. We don't know what color yet, I don't know if you were saying they would match them, them. But there will be containers.

**Question:** (Mike Marlin – CA9)

And that will be after the cartridges themselves are available, or simultaneously?

**Answer:** (Richard Smith - NLS)

We're looking into it. We have the contract for the cartridges, and there just may be extra containers if we can't do a full list, at least a partial to start you out. Again, we're not sure how

we're going to - this is a work in progress. You may not need one container for every cartridge if you're going to do multiple books and duplication on demand, but we'll get you some to start out with.

**Question:** (Mike Marlin – CA9)

Great. Okay. My other question concerns disposal and in particular non-RC...disposal such as destroyed digital talking book machines, recorded discs that someone may send back after their demise and any other equipment. Is there a process? Can it be sent to Atwater California? What exactly can we do to expedite that?

**Answer:** (Steve Prine - NLS)

Well, for the equipment – if it comes back damaged - you just need to list that on business report as "Damaged Beyond Repair." It will go through the process and there will be approval for it. I would guess you're not getting a lot of RDs coming back, but if they're coming back damaged you can just dispose of them, because we have no mechanism for regenerating a missing record.

**Question:** (Mike Marlin – CA9)

What about DTBMs? We don't get a lot but we do get some that are just completely destroyed by smoke or other things (Digital Talking Book Machines).

**Answer:** (Steve Prine - NLS)

As long as you can do the serial number, reported as "Damaged Beyond Repair." they'll give you permission to send it to the organization that's doing that at the moment, but MDD has it.

**Question:** (Library Staff – CA9)

Are we allowed to send damaged (digital) containers to that same site?

**Answer:** (Richard Smith - NLS)

You can just dispose of them locally if they're damaged.

**Question:** (Library Staff - IN)

She's got laryngitis I'm going to talk for her... Our green containers are not damaged. Do you want those back? They're empty green containers.

**Question:** (Richard Smith - NLS)

How many are you talking about?

**Answer:** (Library Staff - IN)

Oh, 50-100 or so. We're sub-regional.

**Answer:** (Richard Smith - NLS)

Our consultant will get back to you about that.

**Question:** (Linda Vincent - WI)

We're wondering here, we were excited that we can dispose of green cases, but we are wondering if they are recyclable. There's nothing identifying the type of plastic, so we were just wondering if there is any more information?

**Answer:** (Richard Smith - NLS)

If you want to mail them, I think we have - if you want to pay for mailing them, we have a recycler that will take them.

**Question:** (Linda Vincent - WI)

Okay, but you don't know what kind of material they are?

**Answer:** (Richard Smith - NLS)

No I don't but we may be able to get you the information.

**Comment:** (Linda Vincent - WI)

Well, if anyone finds it. It's not a huge deal.

**Answer:** (Richard Smith - NLS)

If you're going to recycle them – if you just had a few, you could put them in the trash. Because they're government property, we would prefer that you send them to our contractor, a recognized vendor.

**Question:** (Linda Vincent - WI)

Okay, we have to pay for those though. We have 1100 of them.

**Answer:** (Richard Smith - NLS)

Well, like I said, if they're damaged, you recycle them. You know, that's what we did in Missouri.

**Question:** (Unidentified Caller)

Good afternoon everyone. I am trying to find out about these damaged RCs. Because, MaryBeth sent us a message that we could recycle... but now you're saying that we can recycle them locally if they are damaged. Is this just the RCs themselves, or the RCs in the boxes?

**Answer:** (Steve Prine - NLS)

(If you have the) damaged container, but you have the cassettes still in the book, they need to be sent to the address that Marybeth gave you. They need to be boxed, but it's free matter.

**Question:** (Catherine Durivage - MN)

There's been some discussion on some listservs about the mail delivery. There was a question coming about how the cassette containers were processed by the US post office versus the digital containers. Do you have any information - some of the reports that I've been reading on the listserv has to do with that digital containers are having to be manually processed by some post offices rather than going through the automated system like the cassette containers were - possibly due to the size of the digital containers - the thickness. Do you have any comment or information on that? I mean we're having a lot of questions from our patrons about mail delivery. And, if the digital containers have to be hand sorted, that is adding some delays to delivery.

**Answer:** (Library Staff - NLS)

We did send that whole incident - that was reported - on to our postal liaison who sent it on to some place within USPS, but I have not yet gotten any kind of an answer.

**Comment: (Catherine Durivage - MN)**

Okay, because I could have it investigated here locally, if that was a concern, because you guys had commented on how much longer it was taking to get to our customers across the country and we had a lot of issues here in Minnesota primarily due to the weather here, but there's still a lot of people saying they're just not getting their mail as fast. Even though we're sending stuff out to them - you know - within a day or two of getting stuff back. Okay, well I appreciate you moving it up the chain.

**Question: (Marilyn Stevenson - NH)**

Hi. I'm sorry to keep bringing this up, but I just want to make sure I understood that last comment about the XESS RC books with broken containers. If the cassette is still in the broken container then we can put them in boxes and ship them with the yellow card?

**Answer: (Steve Prine - NLS)**

That is correct.

**Comment: (Richard Smith - NLS)**

Well, thank you. We had 51 participants today, so that was the best since I've been here. We appreciate it and we'll talk to you next month. Have a good day!

No more questions or comments.